



Press Release

18 June 2018

Thousands of B2B quality meetings at agrofood & plastprintpack Nigeria 2018

Record number of 142 exhibitors (+30%) from 21 countries

Exhibitor survey shows high satisfaction rates

(Heidelberg / Lagos) Organized by the German trade show specialists fairtrade the 4th edition of agrofood & plastprintpack Nigeria took place on 27 to 29 March 2018 at the Landmark Centre in Lagos. A record number of 142 exhibitors (+30%) from 21 countries including 10 national pavilions made the 2018 event the biggest ever. They discussed their business with 1,554 visitors from 26 countries. 81% of the visitors being decision makers, the exhibitors showed themselves satisfied with contacts enabled by the exhibition and the conference. Surveys conducted by the organizer confirmed that 88% of the exhibitors and 94% of the visitors would recommend the show to their colleagues.

"We had thousands of quality B2B meetings at agrofood & plastprintpack Nigeria 2018", so Leonie Ganser, project manager at fairtrade. "84% of the exhibitors were satisfied with the event as a whole and they confirmed that our strategy to concentrate on quality trade visitors has proved successful."

For the first time, agrofood & plastprintpack Nigeria saw 10 national pavilions, namely from Austria, China, Flanders/Belgium, France, Germany, Italy, Netherlands, South Africa, Switzerland and Turkey. Moreover, market leaders from Algeria, Benin, Denmark, Jordan, Nigeria, Poland, Saudi Arabia, Spain, Taiwan, Thailand and Tunisia presented their solutions.

Exhibitors satisfied with the fair



Mr Quentin Questiaux, Country Manager Nigeria - Givaudan

Mr Quentin Questiaux, Country Manager Nigeria of Givaudan pointed out: "We have the opportunity at agrofood Nigeria 2018 to meet customers in the beverage and food manufacturing sector and we are more than satisfied with the number and quality of our visitors. This show is well organized and the entry is limited to professional visitors as there is an entry fee. This enables us

to deal with individuals really interests in our products. The show is a great place to help us understand the key areas of developments we have to focus on, through interaction with key individuals."

And Mr Peter Daniel, Sales Manager Africa of Windmüller & Hölscher added: "The quality of demand of the trade visitors here is constantly rising. There are more and more middle-class investors coming in addition to big groups and global players. That is a very good development for Nigeria. A highlight at plastprintpack Nigeria 2018 is that more and more OEM's and pavilions from various countries participate at the show."



Mr Peter Daniel, Sales Manager Africa of W&H



In addition to the international exhibitors and pavilions the following Nigerian organisations supported the show:

- Access Bank
- Institute of Packaging Nigeria (IOPN)
- Federal Inland Revenue Service (FIRS)
- NABG-Nigeria Agribusiness Group
- National Agency for Food and Drug Administration and Control (NAFDAC)
- Nigerian Institute of Food Science & Technology (NIFST)
- PricewaterhouseCoopers (PwC)

agrofood & plastprintpack Nigeria as well enjoyed strong support of the Delegation of the European Union to Nigeria and ECOWAS, the French agrofood association adeptA, Advantage Austria, AHK-Delegation of German Industry and Commerce in Nigeria, the German Federal Ministry for Economic Affairs and Energy, the Turkish Exporters Assembly and the German Food Processing and Packaging Machinery Association VDMA.

fairtrade supports SOS Children's Village Nigeria

The cooperation between SOS and fairtrade in Africa has been going on for 15 years now. It all started back then in Algeria and Morocco. On the occasion of agrofood & plastprintpack 2018 in Lagos, it has now been extended to Nigeria for the first time. SOS got a stand and was included in the entire marketing campaign around the fair. Representatives of SOS were introduced by fairtrade to potential cooperation partners on the part of the exhibitors, for example for internships, apprenticeships, or for donations. And fairtrade donated the entire entrance fee to SOS.



www.agrofood-nigeria.com

www.ppp-nigeria.com

Characters (incl. blanks): 3,809

Pictures in high resolution can be requested by [email](#).

fairtrade - Valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe. Managed by its shareholder and his son Paul März and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world. fairtrade organizes shows in the sectors Agrofood, Building, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction. By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors. fairtrade is a member of UFI The Global Association of the Exhibition Industry and AAXO The Association of African Exhibition Organisers. Our management is ISO 9001:2015 certified.



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